

FIG. 1

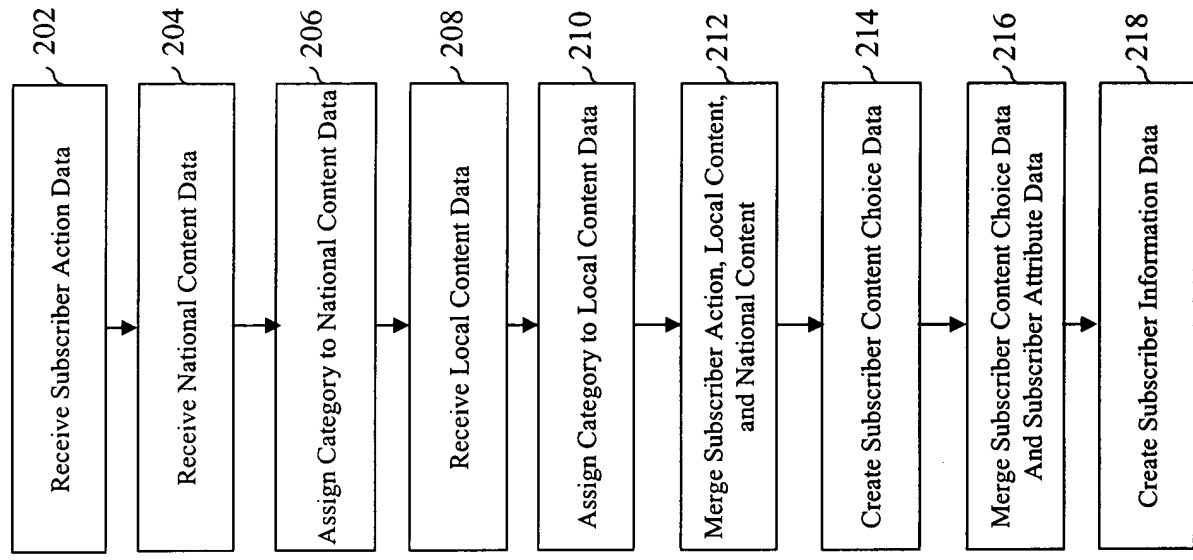
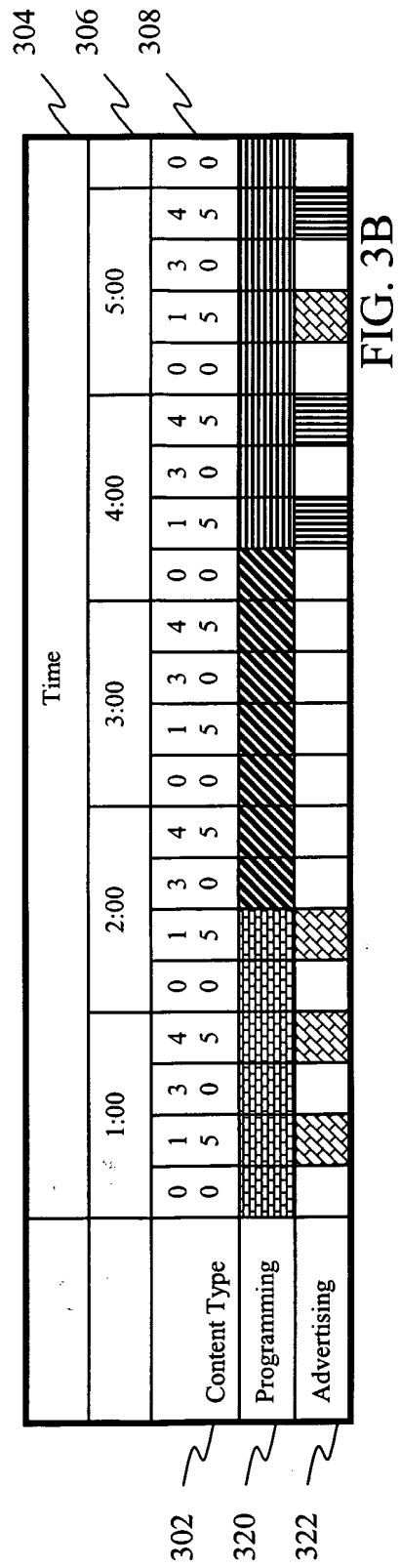
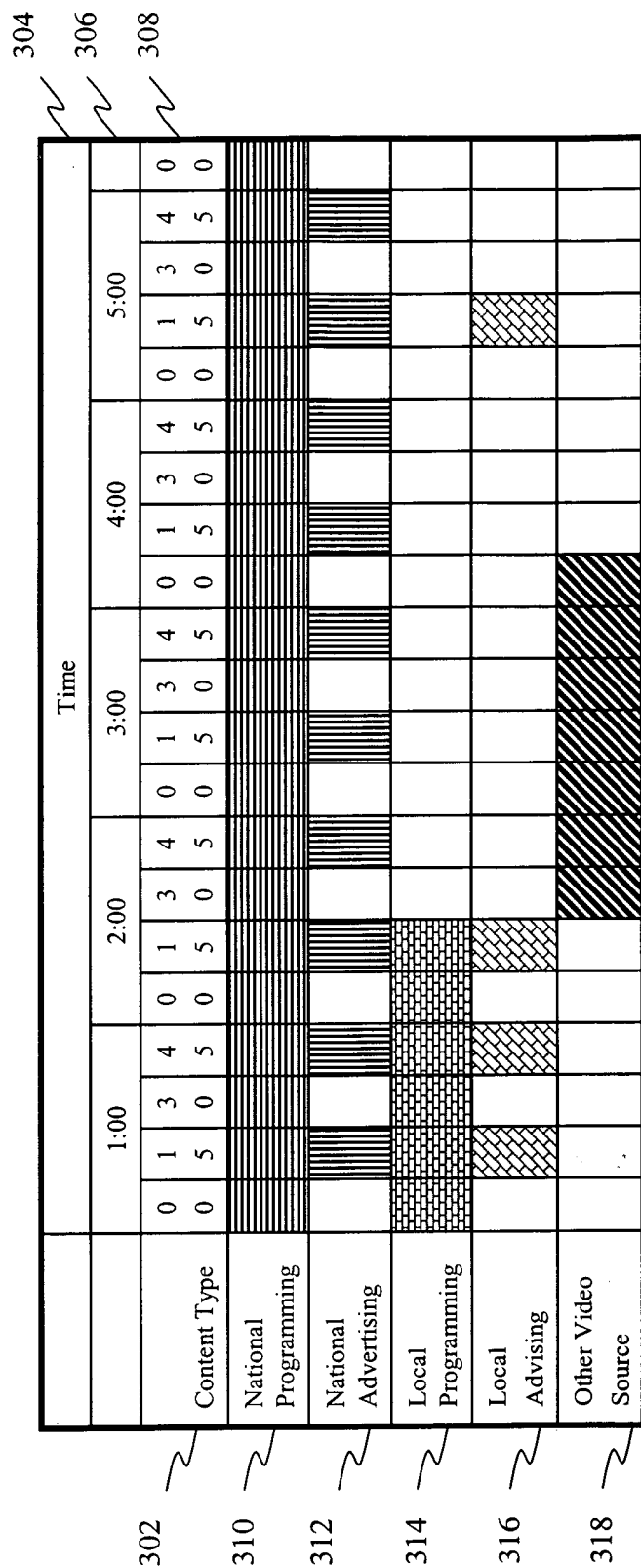


FIG. 2



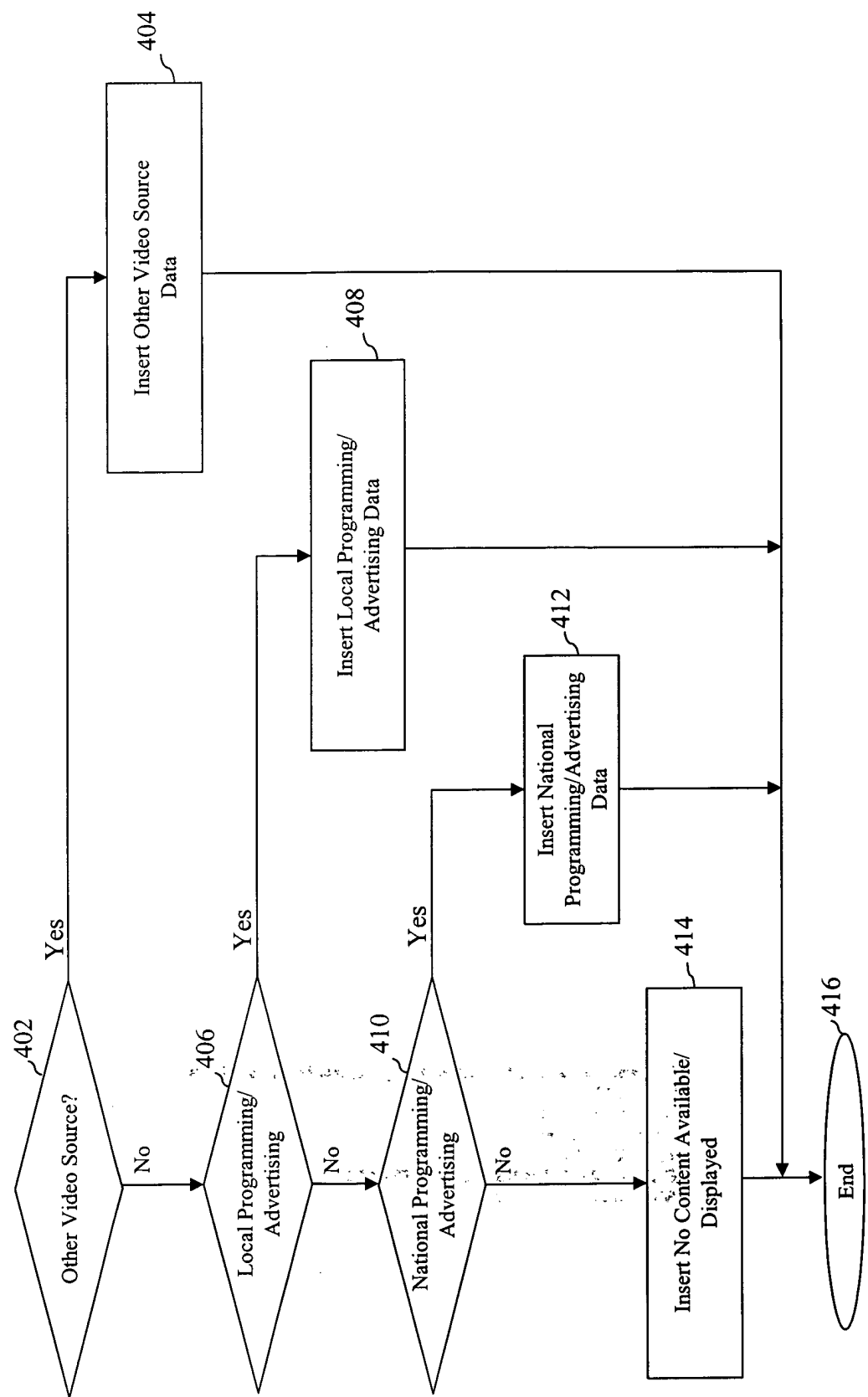


FIG. 4

502		504		506		508		510	
Time		Content							
1:00	:00	NCAA Basketball							
	:15	NCAA Basketball, Local News Ad, Sporting Goods Ad 1, Sporting Event Ad							
	:30	NCAA Basketball							
	:45	NCAA Basketball, Automobile Ad 1							
2:00	:00	NCAA Basketball							
	:15	NCAA Basketball, Sports Ad, Sports Drink Ad, Automobile Ad 2, PGA Golf Tournament							
	:30	DVD Movie - Science Fiction							
	:45	DVD Movie - Science Fiction DVD Movie							
3:00	:00	DVD Movie - Science Fiction DVD Movie							
	:15	DVD Movie - Science Fiction DVD Movie							
	:30	DVD Movie - Science Fiction DVD Movie							
	:45	DVD Movie - Science Fiction DVD Movie							
4:00	:00	DVD Movie - Science Fiction DVD Movie							
	:15	NBA Basketball, Automobile Ad 3, Credit Card Ad 1, Airline Ad 1							
	:30	NBA Basketball							
	:45	NBA Basketball, Tourism Ad 4, Restaurant Ad, Sporting Goods Ad 2							
6:00	:00	NBA Basketball							
	:15	NBA Basketball, Local Retailer Ad, Sporting Goods Ad 1							
	:30	NBA Basketball							
	:45	NBA Basketball, Airline Ad 1, Automobile Ad 4, Credit Card Ad 2							
	:00	NBA Basketball							

FIG. 5

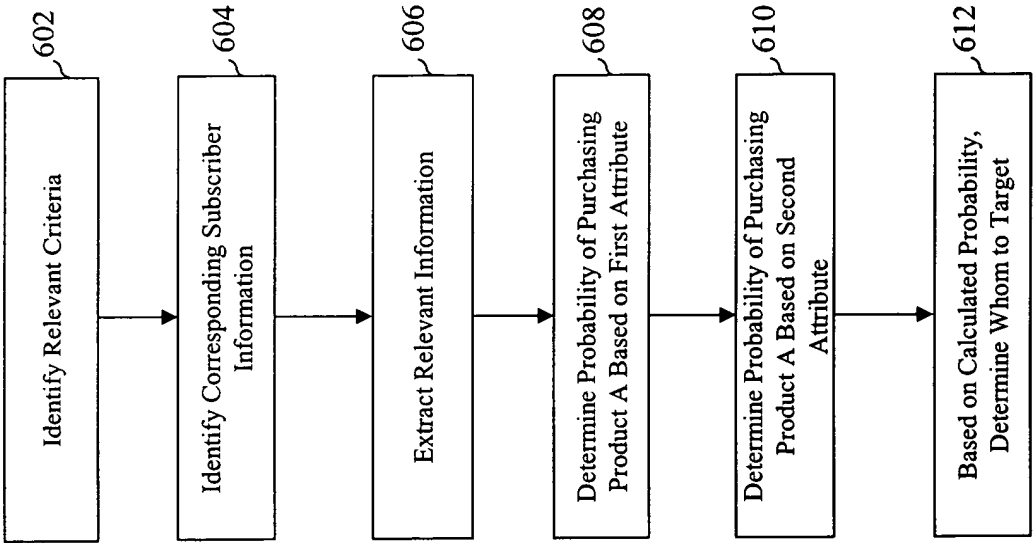


FIG. 6

Subscriber Information Database Extract	704		706		708	
	Viewing Pattern	City	Purchased Product A			
	Show 1	A	Yes			
	Show 2	A	Yes			
	Show 3	A	No			
	Show 1	B	Yes			
	Show 2	B	No			
	Show 3	B	No			
	Show 1	C	No			
	Show 2	C	Yes			
	Show 3	C	No			

702

FIG. 7A

710

Probability of Purchasing Product A	
Viewing History	Probability (%)
Show 1	66.7
Show 2	50.0
Show 3	0.0

712

714

FIG. 7B

720

Probability of Purchasing Product A	
City	Probability (%)
A	66.7
B	33.3
C	33.3

722

724

FIG. 7C